INFORMATION LETTER

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Tolerance Hearing Reopens; State Agencies Testify

The Food and Drug hearing on insecticide residues on fruits and vegetables was resumed February 13 with testimony by representatives of state agricultural agencies.

The hearing began January 17. Testimony by representatives of the Bureau of Entomology and Plant Quarantine and the Bureau of Plant Industry, USDA, was completed, and the hearing was recessed. A summary of that testimony was reproduced in the Convention Issue of the INFORMATION LETTER, page 95.

With the resumption of the hearing this week, representatives of the state agricultural experiment stations and growers began presentation of testimony. A summary of this week's testimony, prepared by Association Counsel and staff, will be published in next week's issue of the INFORMATION LETTER.

Deciduous Fruit Committee

The importance of providing accurate information on the quality and supply of deciduous fruits and tree nuts at every step from the orchard to the family table was stressed by the Research and Marketing Act advisory committee on these crops at its meeting this week in Washington.

The committee recommended that 1952 plans include research to find how rapidly and in what quantities fresh and processed fruit move from wholesale and retail channels into consumption, and to find improved methods of processing small fruits, particularly cranberries, blackberries, and raspberries.

In a general recommendation, the committee gave priority to research on marketing over that relating to utilization and production.

Members of the Deciduous Fruit and Tree Nuts advisory committee include M. E. Knouse, Knouse Foods Coop., Inc., Peach Glen, Pa.; Walter A. Reich, A. Reich & Sons, Inc., Kansas City, Mo.; and A. J. Rogers, Cherry Growers, Inc., Traverse City, Mich.

Marketing Study on Citrus

Buying practices of household consumers in the purchase of citrus fruits, dried fruits, and fruit juices—both canned juices and frozen concentrates—will be reported in a research project by the U. S. Department of Agriculture. The purpose of the project, announced January 19, is to furnish producers, shippers, and processors of these fruits and fruit products with information on purchases at retail by a national sample of several thousand household consumers.

The project represents a new type of cooperation in the research field, between the industry groups involved and the Department of Agriculture, since the cost of the survey will be shared by the Department and the citrus and dried fruit industries. The research was initiated following recommendations of the Citrus Fruit and Deciduous Fruit Advisory Committees established under the Research and Marketing Act of 1946. The funds for the Department's participation are authorized under the terms of that Act. The Bureau of Agricultural Economics and the Fruit and Vegetable Branch of the Production and Marketing Administration are jointly responsible for the Department's work under this project.

The work of obtaining data from consumers throughout the country will be done under contract by a private

(Please turn to page 107)

USDA Corn Borer Research Lab

The European corn borer research headquarters of the U. S. Department of Agriculture will be transferred from Toledo, Ohio, to the Ankeny, Iowa, field station of Iowa State College, it was announced February 15 by Dr. P. N. Annand, chief of the Bureau of Entomology and Plant Quarantine. The transfer of entomological scientists and equipment will be complete by March 31. Other Bureau entomologists engaged in the study of various phases of borer control in corn at Lafayette, Ind., and Muscatine, Iowa, also are being transferred to the new Ankeny headquarters, it was announced.

Taylor Urges Businessmen To Publicize Accomplishments

Business, industry and the free enterprise system have accomplished much in the way of providing happiness and contentment for the American people but aren't doing all they should to publicize their accomplishments, N.C.A. President Henry P. Taylor asserted this week.

In addressing the annual meeting of the Tennessee-Kentucky Canners Association, Mr. Taylor pointed out that as a result of this indifference, industry isn't receiving its share of the credit for the gains and advanced benefits being enjoyed by labor and other segments of the population.

Mr. Taylor, in the principal address before the Ozark Canners Association's annual convention last week, spoke in the same vein.

Mr. Taylor asserted that charges made against business, holding it responsible for the depression of the 'twenties, are false but that business leadership must "patiently sit down to disentangle the true from the false, point out the false and acknowledge the true, and seek ways to correct its errors."

"If it does a good honest job of this," he continued, "the country will be more ready to listen to the criticism which business leadership can soundly make of its opposition.

"Business and industry have a challenge which they cannot evade," he said. "If they meet it successfully, they will contribute as enormously to man's happiness as they have already contributed to his physical comfort."

The N.C.A. assisted the Tennessee-Kentucky Canners Association's publicity efforts by supplying photographs and biographies of Mr. Taylor, copies of his address, and a press release highlighting the address, for distribution to the working press covering the meeting.

Canada Eases Embargo

Effective July 1, Canada will permit the importation of canned and frozen vegetables, soup preparations, dried fruits and fruit pulp on a quota basis—44 percent of the volume of imports during the calendar year ending June 30, 1947.

PERSONNEL

Ozark Canners Association

The Ozark Canners Association elected the following officers for 1950 at the association's annual convention last week:

President—Ryland Thomas, Thomas & Drake Canning Co., Haskell, Okla.; vice president—Spellman Robertson, Good Canning Co., Inc., Ft. Smith, Ark.; secretary-treasurer—F. R. Spurgin, Fayetteville, Ark. (re-elected).

Nicholas Appert Medalist

Thomas M. Rector, vice president of General Foods Corp., New York City, has been selected as the Nicholas Appert medalist for 1950 and will be awarded the medal at the banquet session of the Institute of Food Technologists in Chicago, May 23. Mr. Rector also is Chairman of the Panel on Food, Committee on Equipment and Materials, Research and Development Board. His selection was announced by Charles L. Smith of the IFT.

Dr. E. F. Kohman Retires

Dr. E. F. Kohman, who was for 18 years a member of the Washington Laboratory staff of the National Canners Association, recently reached retirement age and retired from active duty with Campbell Soup Company, in whose service he was employed since he left N.C.A. in 1937. He is being retained by Campbell Soup on a specified, flexible, part-time consulting basis.

During his long service with N.C.A., Dr. Kohman conducted several important studies and investigations. Outstanding among these was his work with Columbia University, in collaboration with Dr. Walter Eddy, on the vitamin content of canned foods; his studies on the electro-chemical relations between tin and iron in tinplate as influenced by the chemical make-up of the product in the metal container; and his research on the respiration of raw products under normal and abnormal conditions showing the effect of abnormal respiration in producing off-flavors.

Coming from Kansas, Dr. Kohman first did research at the University of Illinois and at the U. S. Food Research Laboratory. He carried on bacteriological and chemical investigations during World War I and took up his work with the N.C.A. Laboratory in 1919.

His scientific research has been applied in other fields of processing also. The Kohman test for butterfat content is still used in creameries all over the world. When frozen vegetables began to assume importance, Dr. Kohman demonstrated that blanching to inactivate the enzymes was essential to successful freezing of these products.

He is the author of more than 100 papers in chemical, medical and canning journals. He wrote a chapter for the American Medical Association's Handbook on Nutrition, and parts of several other texts.

Bill Kinnaird in Hospital

William "Bill" Kinnaird of the Traverse City Canning Co., Traverse City, Mich., has been in Munson Hospital there since December 21, recovering from injuries received when he was struck by an automobile while walking from his hotel. He suffered a compound fracture of the right leg, and latest news from his hospital is that he will be confined there for at least another five weeks. A member of the N.C.A. Convention Committee and always active in its duties, Mr. Kinnaird kept in touch with the staff and Committee during the Convention and the days immediately preceding, but was unable to offer his usual participation in the Atlantic City program.

HOME ECONOMICS

N.C.A. Home Economist on TV

Katherine R. Smith, Director of the Association's Home Economics Division, was guest on television station WOIC, Washington, D. C., on February 8, in a show entitled "Smart Entertaining Made Easy," an informal interview in which entertaining for the casual guest, the small party or tea, and larger parties was discussed.

The program included selection and preparation of foods, platter arrangements, and table arrangements for the various types of parties. Hot and cold foods were shown, emphasis being placed on the ease of preparation of canned foods.

RESEARCH

Heinz Nutrition Book

Nutritional Data, a new book prepared for distribution to physicians and professional nutritionists, is being released by the H. J. Heinz Co.

Authors of the book are Dr. H. A. Wooster, Jr., and Dr. F. C. Blanck of the Heinz Nutritional Research Division at Mellon Institute, Pittsburgh. The publication is the successor to the 12th edition of the company's *Nutritional Charts*, which has been widely used by physicians and professional nutritionists since 1934.

Completely modernized by the addition of new research findings, *Nutritional Data* includes sections on vitamins, the essential elements, proteins and amino acids, the availability of nutrients, signs and symptoms of malnutrition, the metabolism and action of foods, human nutritive requirements, planning diets for good nutrition, and extensive tables on the composition and nutritive value of foods.

The book is available only upon written request by physicians, nutritionists, dietitians and others qualified by professional duties in the food field.

Annual Report of PMA

The annual report of the Production and Marketing Administration, USDA, for the fiscal year 1949 notes that heavy production of farm products affected most PMA activities.

The report covers such PMA activities as price support operations, the agricultural conservation program, marketing order and agreement programs, research, the revision and application of U. S. standards for grades, and procurement for various government agencies.

FOREIGN TRADE

Market Leads in ERP Countries

To assist American small businessmen to locate potential markets for their products, the Economic Cooperation Administration has published a directory of ECA-financed importers in the Marshall Plan countries. The names and addresses of importers of foods are listed in Volume I, copies of which are available on request to the ECA, Washington 25, D. C.

PRICE SUPPORTS

Price Supports for Potatoes

The average farm support price for 1950-crop Irish potatoes has been announced by the Production and Marketing Administration, USDA, at $1.01 a bushel, compared with $1.10 a bushel for 1949-crop potatoes. The supports are designed to insure price support at 60 percent of parity. PMA also announced other major provisions of the potato support program.

Status of CCC Price Supports

The Commodity Credit Corporation reports that $3,645,129,000 was invested in CCC price support loans and inventories as of December 31, 1949, and that the Corporation sustained a net realized loss of $81,962,000 in carrying out this program during the current fiscal year through December. The net realized loss on the CCC price support program for the fiscal year ended June 30, 1949, was $254,000,000.

Of the total investment of $3,645,129,000, inventories acquired under loan, purchase agreement and direct purchase operations represented an investment of $1,725,065,000.

Marketing Study on Citrus

(Concluded from page 105)

marketing research agency, the Industrial Surveys Company, Inc., of Chicago, through its regularly constituted national consumer panel. Under a 12-month contract between that company and the U. S. Department of Agriculture, information on consumer purchases will be furnished to the Department monthly. Data furnished under the contract will reveal not only the total volume of each fruit or product moving into the hands of household consumers on a current basis but also information on prices paid by consumers, average size of individual purchases, and types of stores from which purchases are made. The information also will include analyses, both national and regional, of consumer purchases in relation to income of family, size of household and age of household members, and other important family characteristics.

A further important phase of this contract is a study of possible methods of improving collection of this type of information on a continuing basis.

Forthcoming Meetings

February 21-22—Iowa-Nebraska Canners Association and Iowa State College Short Course, Iowa State College, Ames, Iowa

February 27-28—Virginia Canners Association, Annual Convention. Hotel Roanoke, Roanoke

March 6—Iowa-Nebraska Canners Association, Annual Spring Meeting, Savery Hotel, Des Moines, Iowa

March 9-10—Canners League of California, Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco, Calif.

March 10-11—Utah Canners Association, Annual Convention, Hotel Utah, Salt Lake City

March 12-14—Northwest Canners Association, Annual Meeting, Multnomah Hotel, Portland, Ore.

March 13-17—Wisconsin Canners Association, Short Course for Cannery Fieldmen, University of Wisconsin, Madison, Wis.

March 20-21—Canners League of California, Annual Convention, Biltmore Hotel, Santa Barbara, Calif.

March 22-24—Tri-State Packers Association, Annual Canners School, Lord Baltimore Hotel, Baltimore, Md.

April 20—Indiana Canners Association, Spring Meeting, Claypool Hotel, Indianapolis, Ind.

May 14-18—Super Market Institute, 13th Annual Convention, Chicago

May 21-25—Institute of Food Technologists, Decennial Conference, Edgewater Beach Hotel, Chicago

June 4-5—Michigan Canners Association, Spring Meeting, Park Place Hotel, Traverse City, Mich.

June 29-July 1—Grocery Manufacturers of America, Inc., Midyear Meeting. The Greenbriar, White Sulphur Springs, W. Va.

STATISTICS

Stocks of Canned Sweet Corn And RSP Cherries

Reports on canners stocks and shipments of canned sweet corn and red pitted cherries have been compiled by the Association's Division of Statistics, and detailed reports on these canned foods have been mailed to canners packing these items.

Canned Corn Stocks and Shipments

	1948-49	1949-50
	(actual cases)	
Carryover, Aug. 1	194,469	4,112,712
Pack	34,410,040	33,138,318
Total supply	34,604,509	37,251,030
Stocks, Feb. 1	15,228,023	21,402,369
Shipments during Jan.	2,286,146	3,039,392
Shipments, Aug. 1 to Feb. 1	19,376,486	15,848,661

Canned RSP Cherry Stocks and Shipments

	1948-49	1949-50
	(actual cases)	
Carryover, July 1	.....	.....
Pack	3,552,210	3,445,323
Total supply	3,552,210	3,445,323
Stocks, Feb. 1	449,251	887,251
Shipments during Jan.	192,993	182,210
Shipments, July 1 to Feb. 1	3,102,959	2,558,072

1949 Per Capita Consumption

Civilian per capita consumption of foods during 1949 has been estimated by the Bureau of Agricultural Economics, USDA, in a preliminary report. Apparent per capita consumption of fruits and vegetables was reported by BAE as follows:

Apparent Civilian Consumption of Selected Food Commodities, 1946 through 1949

	1946	1947	1948	1949 Prel.
	(pounds)			
Fruits:				
Fresh, total	149.9	145.5	131.1	128.7
Processed:				
Canned fruit	21.8	18.2	18.0	18.2
Canned juices	17.7	16.3	18.1	15.3
Frozen	3.1	3.2	3.0	3.2
Dried	4.5	4.4	4.0	4.2
Vegetables:				
Fresh	272.	252.	261.	251.
Canned	46.5	40.0	36.7	38.2
Frozen	2.0	2.6	3.0	2.6

1949 Canned Fish Production

The total 1949 catch of fishery products exceeded the previous year's catch by about 100,000,000 pounds, and the 1949 pack of canned fish also was greater than in 1948, the Fish and Wildlife Service estimates in a preliminary report.

Approximately 4,700,000,000 pounds of fishery products were caught last year, FWS reports. The pack of canned fishery products is estimated at about 850,000,000 pounds, as compared with 782,000,000 pounds in 1948.

The 1949 salmon pack of 5,375,000 cases exceeded the previous year's production by 550,000 cases, FWS estimates. California pilchards or sardines amounted to about 3,875,000 cases, exceeding 1948 by 1,200,000 cases. The tuna pack of about 7,038,000 cases was reported at about the same as the 1948 pack.

STANDARDS

Grades for Citrus Products

Notice is given in the *Federal Register* of February 15 that the Production and Marketing Administration is considering the issuance of U. S. standards for grades of canned grapefruit and orange for salad. The proposed standards were published with the notice.

PUBLICITY

Better Homes and Gardens Features Several Canned Foods

Illustrated with a full-page color photograph of pineapple upside-down cake is the article "The Cake that baked upside Down" in the February issue of *Better Homes and Gardens*. Four of the five cakes feature canned fruits. Pineapple, pears, red sour cherries, and peaches are the canned fruits used.

Several other stories in the February issue include canned foods. "How to get dinner in 30 minutes" by Miss Frances O'Conner includes three canned foods in the menu, with the steps of preparation shown in photographs. "Cooks' Round Table of Endorsed Recipes" has a section on canned fruit desserts. A pictorial article "Easy Ways to make Vegetables Extra Delicious" by Betsy Nichols shows the correct method for preparing both canned and frozen vegetables. It is an informative three-page story with liberal use of black and white photographs illustrating steps of preparation, storage, and attractive dishes of the foods ready to serve. The method of preparing buttered canned vegetables is the one recommended by the Association's Home Economics Division and is captioned, "Cook canned vegetables this way for better eating and health."

Canned Foods in School Lunch Programs Cited in Magazine

The "School Lunchroom Department" in the February *School Management*, which is nationally distributed to school personnel in administration, equipment and maintenance, is entirely devoted to canned foods. The section is entitled, "Canned Foods have Many Advantages."

The subtitle says: "They save labor. There is no spoilage loss. We know exactly what quantity to expect." Editor of the "School Lunchroom Department" is Mary Farnam, director of school lunchrooms at Cleveland Heights, Ohio, who has gained national recognition for her work in this field.

The article includes a discussion on buying and using canned foods in the school lunch service. Several recipes are included and photographs illustrate two of them. In the article Miss Farnam states:

"Canned foods are cooked foods and only need to be heated to be ready for use in a matter of minutes. This is only one of the reasons why we use many different kinds of canned foods from soups through the canned meats and other main dishes such as beans, spaghetti, macaroni and cheese; fruits and vegetables for salads, and fruits for dessert. Not only do canned foods give us a reserve supply of top quality foods, but they also furnish a staple portion of our regular menu.

"Then, too, the labor saving is an item of great importance these days. On days when our business increases we can serve all those additional students with no additional help in the kitchens. On normal days the hours which would be spent in preparing the foods we buy canned amount to a saving too.

"We also know exactly what quality we can expect each time we open a can of food; we know the price per case, per can, and per portion of these canned foods. As far as the nutritional value is concerned, reliable studies in research and testing show us that canned foods are equally as valuable as fresh foods in their major food constituents such as protein, fat, and carbohydrates. Those products to which sugar or syrup are added during canning consequently have higher food energy values than fresh foods, unless equal amounts of sugar are added in the preparation.

"Modern canning practices employ many procedures to protect the vitamin and mineral content of the food. In the canning procedures, foods are cooked in the sealed container by the heat process. As a result, the liquid in which the foods were cooked and which contains the extracted vitamins is retained within the can. This is one of the reasons why all the liquid in canned foods should be used. In heating vegetables for example, the liquid should be drained off and boiled quickly to reduce the amount. Then add vegetable and heat quickly. Or instead of reducing the liquid in the can, save it and use it for soups, sauces, gravies, vegetable cocktail, or in place of water in gelatine mixtures.

"Canned foods are not subject to loss from spoilage. We have excellent refrigerator space and frozen food boxes in our cafeterias, but we do lose food occasionally through a breakdown of the refrigeration units, or through spoilage of fresh foods which perhaps were too ripe when purchased or not used fast enough. Such a loss costs money. It upsets our foods cost in these days of very high food prices.

"Canned foods have many advantages for various uses in school cafeterias, large or small. Their use facilitates food production because less preparation time is required, the quality remains standard, costs need only be figured once, and a reserve supply is always on hand to meet fluctuations in the volume of business. Do not take canned foods for granted. Like any other food, careful selection, preparation, and serving will pay you dividends in time and money saved, and good nutritive food value served."

In addition to the article on canned foods in general, the recipes call for the use of corn, tomatoes, tomato paste, sirup from canned fruit, beets, green and wax beans, peas, and soup suggestions naming 20 soups.

TABLE OF CONTENTS

PAGE

Meetings
Taylor urges businessmen to publicize accomplishments 105
Forthcoming meetings 107

Insecticides
Tolerance hearing reopens; state agencies testify 105

Research
Marketing study on citrus 105
Deciduous fruit committee 105
Heinz nutrition book 106
Annual report of PMA 106

Raw Products
USDA corn borer research lab .. 105

Foreign Trade
Canada eases embargo 105
Market leads in ERP countries .. 106

Personnel
Ozark Canners Association 106
Nicholas Appert medalist 106
Dr. E. F. Kohman retires 106
Bill Kinnaird in hospital 106

Home Economics
N.C.A. home economist on TV ... 106

Price Supports
Price supports for potatoes 107
Status of CCC price supports ... 107

Statistics
Stocks of canned sweet corn and RSP cherries 107
1949 per capita consumption 107
1949 canned fish production 107

Standards
Grades for citrus products 107

Publicity
Better Homes and Gardens features several canned foods 108
Canned foods in school lunch programs cited in magazine 108